PORTRAIT OF AN AMERICAN CITY
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OCTOBER 23, 1978
SERIES 7#3

DETROIT -- THE MOTOR CITY
(INSERTS IN THE TAPE LIBRARY)

TAPE: CUT ONE -- SOUND OF AN ASSEMBLY LINE AT DETROIT'S CADILIAC MOTOR PLANT. ESTABLISH IN FULL FOR :05, THEN FADE UNDER NARRATOR AND HOLD. CUT RUNS -- :28.

NARR: AN AUTOMOBILE ASSEMBLY LINE. FOR MANY, THIS IS THE SOUND OF DETROIT.

TAPE: QUICKLY REESTABLISH SOUND, THEN BEGIN SEGUE INTO CUT TWO, UNDER NARRATOR:

NARR: BUT FOR OTHERS, THIS IS THE "DETROIT SOUND:"

TAPE: CUT TWO -- MUSIC -- "WHAT DOES IT TAKE (TO WIN YOUR LOVE)" BY JR. WALKER & THE ALL-STARS. ESTABLISH BRIEFLY, THEN HOLD UNDER NARRATOR.

NARR: MUSIC FROM A DETROIT RECORD COMPANY CALLED "MOTOWN" -- A TRADE-MARK WHICH HAS BECOME GENERIC FOR THIS PARTICULAR STYLE OF RHYTHM AND BLUES MUSIC. LIKE DETROIT'S AUTOMOBILES, MOTOWN MUSIC IS KNOWN THE WORLD OVER. BUT THERE'S MORE TO THE "MOTOR CITY" THAN JUST CARS AND RECORDS. WE'LL SHOW YOU AS WE BRIEFLY TOUR AMERICA'S FIFTH LARGEST CITY -- DETROIT, MICHIGAN.

TAPE: REESTABLISH MUSIC BRIEFLY, THEN FADE FOR :

NARR: WE'LL BEGIN AT THE TOLL GATES OF THE AMBASSADOR BRIDGE. IT SPANS THE DETROIT RIVER, JOINING THE MOTOR CITY WITH WINDSOR, ONTARIO CANADA. BY A PECULIAR TWIST OF GEOGRAPHY, THIS PARTICULAR POINT IN THE UNITED STATES IS ACTUALLY LOCATED NORTH OF CANADA. IT IS THE ONLY BORDER CROSSING IN THIS COUNTRY WHERE YOU TRAVEL SOUTH TO ENTER CANADA. EVERY

OPT

NARR: (CON'T) OPT WORKDAY MORNING, ABOUT FOUR-THOUSAND CANADIANS TRAVEL NORTH TO GET TO THEIR JOBS IN DETROIT. SOME FIFTEEN MILLION PEOPLE USE THIS BORDER CROSSING EACH YEAR. MANY DETROITERS, HOWEVER DO NOT THINK OF GOING TO WINDSOR, ONTARIO AS A TRIP TO ANOTHER COUNTRY. AND SOMETIMES THAT CAN POSE PROBLEMS, OBSERVES THE CHIEF INSPECTOR FOR U-S CUSTOMS IN DETROIT, MICHAEL MACK:

TAPE: CUT THREE -- MACK

"MOST PEOPLE WHO LIVE IN THE AREA AROUND HERE DON'T EVEN REALIZE THAT THEY'RE CROSSING AN INTERNATIONAL BORDER, AND THE ONLY TIME THEY DO REALIZE THEY'RE CROSSING AN INTERNATIONAL BORDER IS WHEN THEY RUN INTO SOME PROBLEM. WE ARE CONSTANTLY CONFRONTED WITH PEOPLE WHO SAY, 'THEY WOULDN'T LET ME INTO WINDSOR! THEY HAVE NO RIGHT TO DO THAT.' AND WE'D SAY, 'WELL, WHY? WHAT WAS THEIR REASON?' AND THEY'D SAY, FOR INSTANCE, 'WELL, I HAD MY UNCLE FROM IRELAND HERE AND HE DIDN'T HAVE A VISA, NOW WHAT'S GOING ON?' AND WE'D TELL THEM, 'CANADA IS A FOREIGN COUNTRY.' AND THEY'LL LOOK AT US AND SAY, 'IT IS?'"

TAPE: CUT FOUR -- MUSIC: "YAMO," BY MILT JACKSON AND THE MONTY ALEXANDER TRIO. USE AS A MUSIC BRIDGE AND BED.

NARR: FROM THE AMBASSADOR BRIDGE, WE'LL TRAVEL SOUTH A FEW BLOCKS TO ONE OF DETROIT'S BEST-KNOWN STREETS: GRAND BOULEVARD. FROM HERE, ONE VIEWS MOSTLY FACTORIES AND BILLOWING PLUMES OF STEAM AND SMOKE. IT IS READILY APPARENT THAT DETROIT IS AN INDUSTRIAL TOWN. BEGINNING AT NEARBY ZUG ISLAND AND STRETCHING SOUTHWARD, A FORTRESS OF STEEL MILLS AND OTHER FACTORIES FLANK THE RIVER FOR DOZENS OF KILOMETERS. THESE FACTORIES ARE THE LIFEBLOOD OF DETROIT'S ECONOMY. DURING WORLD WAR TWO, THEIR PRODUCTION EFFORTS EARNED THE CITY ITS PROUD NICKNAME AS THE "ARSENEL OF DEMOCRACY." NOBODY BRAGS, HOWEVER, ABOUT THE UNTOLD DAMAGE THESE FACTORIES HAVE

NARR: (CON'T) CAUSED AFTER YEARS OF AIR AND WATER POLLUTION. PUBLIC OUTCRY FORCED A CHANGE, POLLUTION HAS BEEN CUT, AND DETROIT IS SLOWLY BECOMING A CLEANER PLACE TO LIVE. (BEAT)

OUR TRIP UP THE BOULEVARD QUICKLY BRINGS US TO MICHIGAN AVENUE -- A MULTI-LANE HIGHWAY THAT BEGINS IN DOWNTOWN DETROIT AND TRAVELS WESTWARD TO CHICAGO AND BEYOND, ALL THE WAY TO THE PACIFIC NORTHWEST. JUST A FEW KILOMETERS DOWN MICHIGAN AVENUE IN THE CITY OF DEARBORN IS FORD MOTOR COMPANY'S RIVER ROUGE PLANT -- ONE OF THE LARGEST AND MOST FAMOUS INDUSTRIAL JUNGLES IN THE WORLD. AT ONE TIME, ALMOST ALL OF AMERICA'S CARS WERE ASSEMBLED IN DETROIT. NOW, ASSEMBLY WORK IS DONE IN MANY PARTS OF THE COUNTRY. OUR TOUR HAS BROUGHT US TO GENERAL MOTOR'S CADILLAC ASSEMBLY PLANT WHERE AMERICA'S MOST POPULAR LUXURY CAR IS BUILT. IT IS AN OLD, NOISY FACTORY WHERE WORK GOES ON AROUND THE CLOCK. CADILLACS ARE SELLING IN RECORD NUMBERS. MOST PEOPLE BUY THEM FOR THE SHEER ENJOYMENT, BUT MANY OTHERS SEE THEIR PURCHASE AS AN INVESTMENT, AND A HEDGE AGAINST INFLATION. OVER ONE-THOUSAND CADILLACS ARE ASSEMBLED HERE EVERY DAY. TOM MONER, ONE OF THE ASSEMBLY MEN, SAYS THAT EVEN AT THAT DEMANDING PACE, WORKERS TRY TO MAINTAIN HIGH QUALITY:

OPT

OPT

TAPE: CUT FIVE -- MONER

OPT "I THINK ALL THE WORKERS ON THE LINE DO THEIR BEST TO MAKE SURE IT'S A GOOD CAR. WHATEVER WE DO, WE PUT ALL OUR EFFORT INTO IT TO MAKE IT RIGHT ... TO MAKE IT A GOOD CAR, BECAUSE I KNOW THAT IF I WERE TO BUY ONE, I WOULD WANT A GOOD AUTOMOBILE, AND I FEEL THAT ANYONE WHO BUYS ONE WOULD WANT A GOOD AUTOMOBILE -- AND THAT'S THE REASON WE TRY TO MAKE THE CAR LIKE IT'S SUPPOSED TO BE BUILT."

NARR: LET'S CONTINUE OUR TOUR UP GRAND BOULEVARD. WE'RE APPROACHING RESIDENTIAL NEIGHBORHOODS. ONE NOTICES VERY QUICKLY THAT THEY CONSIST MOSTLY OF SINGLE FAMILY, DETACHED HOUSES. IT'S LIKE THAT THROUGHOUT DETROIT. THIS IS NOT A TOWN OF HIGH-RISE APARTMENTS. MANY OF THE HOMES IN THE OLDER SECTIONS OF DETROIT WERE BUILT MORE THAN FIFTY YEARS AGO. THEY ARE SPACIOUS AND MOST ARE WELL KEPT, WITH MANICURED LAWNS GRACED BY STATELY ELMS AND MAPLES. BUT THIS SECTION OF DETROIT IS A POOR NEIGHBORHOOD. MOST OF THE RESIDENTS ARE BLACK. SOME OF THE HOMES ARE ABANDONED, AND HAVE BEEN VANDALIZED.

AS GRAND BOULEVARD BEGINS CURVING EASTWARD, WE APPROACH TWELFTH STREET -- THE PLACE WHERE A BLOODY RACE RIOT ERUPTED DURING THE SUMMER OF 1967. WHEN IT WAS OVER, MORE THAN FORTY PEOPLE WERE DEAD. IT MARKED A TIME WHEN DETROIT PAUSED TO THINK HARD ABOUT ITS FUTURE. THE ENTIRE COMMUNITY WOULD HAVE TO PULL TOGETHER TO REBUILD AND BRING ABOUT CIVIL RIGHTS FOR ALL. MOST OF THE RIOT SCARS ALONG TWELFTH STREET ARE GONE NOW. TIMES HAVE IMPROVED, THANKS TO THE EFFORTS OF MANY CIVIC GROUPS WHICH HAVE GROWN UP IN DETROIT, ESPECIALLY ONE CALLED "FOCUS HOPE." WITH THE AID OF SOME TWENTY-THOUSAND UNPAID VOLUNTEERS, FOCUS HOPE HAS HELPED TO ALLEVIATE HUNGER, UNEMPLOYMENT AND HOUSING DISCRIMINATION IN DETROIT. THE GROUP'S DIRECTOR IS A CATHOLIC PRIEST NAMED FATHER WILLIAM CUNNINGHAM:

TAPE: CUT SIX -- CUNNINGHAM

"WE LOOK UPON DETROIT AS A KIND OF STAGE FOR AMERICA, FEELING THAT BECAUSE OF THIS CITY'S ENORMOUS POTENTIAL, ENORMOUS

TAPE: (CON'T) ATTRACTIVENESS, ITS INDUSTRIAL WEALTH, ITS TERRIFIC ENDURANCE OVER TWO WORLD WARS AND MANY OTHER CALAMITIES -- THAT IF WE CAN DO IN DETROIT WITH OUR MASSIVE BLACK POPULATION AND OTHER MINORITIES SOMETHING TO BRING PEOPLE TOGETHER IN SOME TOLERANCE, SOME TENTATIVE TRUST, THAT IT WILL HAVE A RE-DOUNDING EFFECT ACROSS THIS COUNTRY."

OPT

NARR: FOR MANY YEARS, DETROIT HELD THE TRAGIC DISTINCTION OF BEING THE "MURDER CAPITAL" OF THE UNITED STATES. THE CRIME RATE WAS ALARMING, PARTIALLY BECAUSE MANY CITIZENS -- ESPECIALLY BLACKS -- MISTRUSTED THE POLICE AND FAILED TO CALL THEM FOR HELP. BUT LIKE SO MANY OTHER THINGS IN DETROIT, THAT'S CHANGING. OUR TRIP DOWN GRAND BOULEVARD WILL BRING US TO A PLACE WHICH MAY EXPLAIN WHY. WE'RE ENTERING MID-TOWN, AN AREA DETROITERS CALL THE "NEW CENTER." ON NEARBY SECOND AVENUE IS ONE OF THE CITY'S FIFTY "MINI" POLICE STATIONS. THEY'RE THE IDEA OF DETROIT'S CURRENT MAYOR -- THE FIRST BLACK TO HOLD THAT POST -- COLEMAN YOUNG. MINI STATIONS ARE DESIGNED TO BRING CITIZENS AND THE POLICE CLOSER TOGETHER TO MAKE THE POLICE PART OF THE NEIGHBORHOOD AND, IN ESSENCE, TO HELP BREAK DOWN THE SUSPICION WHICH HAS BEEN GROWING FOR DECADES. THE IDEA SEEMS TO BE WORKING, AND IT MAY BE A FACTOR IN DETROIT'S DIMINISHING CRIME RATE. LIEUTENANT LAWRENCE HOLLAND IS THE COMMANDING OFFICER OF THE DETROIT POLICE MINI STATIONS ADMINSTRATION. HE TELLS US WHY HE THINKS CITIZENS ARE RESPONDING SO WELL TO THIS UNUSUAL PROGRAM:

OPT

TAPE: CUT SEVEN -- HOLAND

"BECAUSE PEOPLE KNOW THE POLICEMAN, AND THEY KNOW HE'S GOING TO BE THERE -- HE'S THERE TODAY AND HE'S GOING TO BE THERE TOMORROW AND HE'S GOING TO BE THERE NEXT WEEK. THEY'RE NOT SO AFRAID TO COME UP AND SAY, 'OFFICER, SO-AND-SO OVER

TAPE: (CON'T) THERE JUST BROKE INTO A STORE,' BECUASE THEY KNOW THE POLICEMAN IS GOING TO BE THERE. WE HAVE MUCH MORE REPORTING OF CRIMES THAN WE DID BEFORE -- WHICH IS GOOD."

NDT

NARR: DETROIT'S NEW CENTFR AREA IS THE HOME OF GENERAL MOTOR'S WORLD HEADQUARTERS -- THE PLACE WHERE MOST OF THE COMPANY'S EXECUTIVES WORK. ABOUT ONE-THIRD OF ALL DETROIT AUTOMOBILE COMPANY EMPLOYEES WORK IN EXECUTIVE OR SO-CALLED "WHITE COLLAR" JOBS.

OPT

THE REST WORK MOSTLY IN ASSEMBLY JOBS. IF YOU WONDER HOW MUCH OF THE DETROIT LABOR FORCE WORKS FOR THE AUTO INDUSTRY, THE NUMBER IS ONE IN TEN -- A FIGURE THAT SHOWS THE TREMENDOUS IMPACT THE INDUSTRY HAS ON THIS CITY. (BEAT)

A FEW BLOCKS WEST OF THE "NEW CENTER," THERE IS A CONNECTED ROW OF LARGE BROWNSTONE HOMES ON GRAND BOULEVARD WITH A SIGN ABOVE THEM READING "HITSVILLE, U.S.A." IT WAS HERE IN THE EARLY 1960S WHEN A YOUNG BLACK ENTREPRENEUR NAMED BARRY GORDY STARTED RECORDING TALENTED YOUNG DETROIT SINGERS LIKE STEVIE WONDER, MARTHA REEVES, MARY WELLS, "SMOKEY" ROBINSON, DAVID RUFFIN AND DIANA ROSS. THIS IS WHERE MOTOWN RECORDS WAS BORN.

TAPE: CUT EIGHT -- MUSIC: "WHERE DID OUR LOVE GO," BY THE SUPREMES. SNEAK UNDER NARRATIVE ABOVE, ESTABLISH SONG BRIEFLY, THEN FADE UNDER NARRATOR AND LOSE.

NARR: THE OLD MOTOWN STUDIOS ARE STILL IN USE, BUT CORPORATE HEADQUARTERS MOVED TO HOLLYWOOD, CALIFORNIA YEARS AGO.

OPT

MOTOWN ARTISTS REPRESENT JUST A PORTION OF DETROIT'S MUSICAL TALENT. OTHER RHYTHM AND BLUES ARTISTS INCLUDE DELLA REESE, THE SPINNERS, AND THE UNOFFICIAL "QUEEN OF

NARR: (CON'T) SOUL MUSIC," ARETHA FRANKLIN. IN THE HARD ROCK VEIN, ACTS RANGE FROM THE BIZARRE ANTICS OF ALICE COOPER AND IGGY POP, TO A CURRENT FAVORITE OF MANY, BOB SEGER:

OPT

TAPE: CUT NINE -- MUSIC: "STILL THE SAME," BY BOB SEGER. ESTABLISH AS DESIRED, THEN FADE.

NARR: MOVING ON, WE CROSS WOODWARD AVENUE -- CONSIDERED BY MANY TO BE DETROIT'S "MAIN STREET." IT'S ONE OF AMERICA'S FIRST PAVED HIGHWAYS. TURNING SOUTH ON WOODWARD AND TRAVELING ABOUT A KILOMETER BRINGS US TO DETROIT'S CULTURAL CENTER -- A NEIGHBORHOOD OF MUSEUMS, LIBRARIES, AND A LARGE URBAN UNIVERSITY CAMPUS. THE MOST POPULAR ATTRACTION OF THE CULTURAL CENTER IS THE DETROIT INSTITUTE OF ARTS -- AN OUTSTANDING MUSEUM WHICH SPOKESMAN ROBERT ROGERS LOVES TO BRAG ABOUT:

TAPE: "CUT TEN -- ROGERS

"IN ADDITION TO OUR HAVING THE THIRD LARGEST COLLECTION OF ITALIAN TRADITIONAL ART OUTSIDE OF EUROPE, OR IN ADDITION TO OUR HAVING THE LARGEST COLLECTIONS OF AMERICAN PAINTINGS IN THE MID-WEST UNITED STATES, IN ADDITION TO OUR HAVING THE SECOND LARGEST COLLECTION OF FLEMMISH AND DUTCH PAINTINGS -- SECOND ONLY TO THE METROPOLITAN MUSEUM OF ART (IN NEW YORK) -- WE'RE THE ONLY MUSEUM TO HAVE NORTH AMERICA'S GREATEST MURAL: THESE ARE THE FRESCOS DONE BY DIEGO RIVERA IN THE 1930S. THEY COVER FOUR WALLS OF A FORMER FOUNTAIN COURT IN THE MAIN BUILDING OF THE MUSEUM. THEY WERE DONE BY DIEGO RIVERA OUT OF HIS EXPERIENCE OF THE DEPRESSION, OUT OF THE CONFLICT OF HIS DAY BETWEEN COMMUNISM AND THE VERY SORELY BELEAGURED CAPITALISTIC SOCIETY... AND FROM THIS OBSERVATION OF DETROIT AS AN AUTOMOTIVE CAPITAL, CAME THE MURALS."

TAPE: CUT ELEVEN -- MUSIC: "ISN'T SHE LOVELY?" BY MILT JACKSON. ESTABLISH BRIEFLY, THEN FADE UNDER NARRATOR AND HOLD.

OPT

NARR: AND THE DETROIT INSTITUTE OF ARTS PRESENTS MUSIC -- CLASSICAL, JAZZ AND POPULAR. HOSTED IN THEIR SPACIOUS COURTYARD, THE INSTITUTE BRINGS MANY TOP PERFORMERS TO THE MOTOR CITY ... INCLUDING AN OCCASIONAL HOMETOWN ARTIST LIKE VIBRAPHONIST MILT JACKSON, WHO YOU'RE LISTENING TO NOW.

OPT

TAPE: BRING UP MUSIC BRIEFLY, THEN FADE UNDER NARRATOR AND LOSE AS DESIRED.

NARR: RETURNING TO GRAND BOULEVARD, WE CONTINUE EASTWARD ON OUR TOUR OF DETROIT. THE AREA WE'RE APPROACHING IS A BLEND OF LARGE OLD HOMES, SHOPS AND NEARBY FACTORIES. WHEN DETROIT WAS YOUNGER, AND THE AUTOMOBILE WAS LITTLE MORE THAN A DREAM, PEOPLE LIVED WITHIN WALKING DISTANCE OF THEIR WORK. TODAY, THIS PROXIMITY OF HOUSES TO FACTORIES SEEMS STRANGELY OUT OF PLACE TO YOUNGER PEOPLE, ESPECIALLY THOSE GROWING UP IN THE OUTLYING SUBRUBS, WHERE THERE IS LITTLE MORE THAN ROW UPON ROW OF SINGLE FAMILY HOMES.

WE'RE NEARING THE LARGE CHRYSLER ASSEMBLY FACTORY WHICH IS OFF TO THE LEFT. BUT IT'S NOT IN DETROIT. IT'S IN A CITY CALLED HAMTRAMCK -- ONE OF THE LARGEST POLISH ENCLAVES IN THE UNITED STATES. HAMTRAMCK IS SORT OF AN "ISLAND" CITY -- IT IS COMPLETELY LANDLOCKED BY DETROIT. IT SHARES THAT DISTINCTION WITH ANOTHER DETROIT INNER-CITY SUBURB, HIGHLAND PARK.

OPT

THIS AREA WE'RE NOW IN USED TO BE ALMOST ALL POLISH. BUT TODAY IT'S A MIX OF BLACKS, POLES AND OTHERS. YET

NARR: (CON'T) DETROIT STILL HAS MANY WELL-ESTABLISHED ETHNIC NEIGHBORHOODS, AND THERE'S EVEN NEW ONES ON THE RISE. FOR EXAMPLE, DETROIT'S WEST SIDE HAS THE LARGEST, AND FASTEST-GROWING ARAB COMMUNITY IN THE UNITED STATES. FOR MANY YEARS, DETROIT'S WAYNE STATE UNIVERSITY HAS TRACKED THE MOVEMENT OF THE CITY'S ETHNIC GROUPS. RESEARCHER MALVINA HAUK ABONYI DESCRIBES THE CRAZY-QUILT PATTERN OF THIS MOVEMENT FOR VOA:

TAPE: CUT THIRTEEN -- ABONYI

"WE LIKE THE WORD 'MOSAIC' -- IT'S MUCH BETTER THAN THE WORDS 'MELTING POT' BECAUSE, OF COURSE, WE HAVEN'T MELTED -- DETROIT IS COMPOSED OF MANY MANY DISTINCT ETHNIC AND CULTURAL GROUPS. THE CENSUS ONLY COUNTS ABOUT THIRTY-THREE GROUPS, BUT MANY OF THOSE ARE ALL-INCLUSIVE, AND MANY ETHNIC GROUPS ARE LUMPED UNDER ONE HEADING. SO WE RECENTLY DID A STUDY OF DETROIT AND PREPARED A DIRECTORY, AND WE ACTUALLY CONTACTED SIXTY-ONE DIFFERENT ETHNIC GROUPS -- AND THAT DOESN'T EVEN BEGIN TO SCRATCH THE SURFACE OF ALL THE GROUPS THAT ARE REPRESENTED IN THIS AREA."

TAPE: CUT FOURTEEN -- MUSIC: "3,000 MILES AGO," BY MILT JACKSON -- USE TO BRIDGE ACTUALITY (ABOVE) TO NARRATIVE:

NARR: AS WE MOVE ON DOWN THE BOULEVARD, WE PASS OVER THE EDSEL FORD FREEWAY -- ONE OF SIX EXPRESSWAY ROUTES WHICH FEED TENS OF THOUSANDS OF CARS AND TRUCKS INTO AND OUT OF THE CITY EVERY DAY. DETROITERS ARE PEOPLE WHO -- FOR THE MOST PART -- TRAVEL BY AUTOMOBILE, NOT BY MASS TRANSIT.

FROM HERE ON, THE BOULEVARD MEANDERS SOMEWHAT THROUGH LARGELY RESIDENTIAL AREAS UNTIL IT REACHES JEFFERSON AVENUE. HERE, ONCE AGAIN, GRAND BOULEVARD MEETS THE DETROIT RIVER -- ONLY THIS TIME IT CONTINUES ON AS A BRIDGE TO THE CITY'S MID-RIVER PLAYGROUND CALLED BELLE

NARR: (CON'T) ISLE. WE'LL LEAVE THE BOULEVARD AT THIS POINT AND HEAD SOUTH ON JEFFERSON TOWARD DOWNTOWN.

THIS IS AN ESPECIALLY NICE PART OF DETROIT. THERE ARE NEW HOUSING DEVELOPMENTS STARTING, AND OLD PALACIAL HOMES IN AN AREA CALLED "INDIAN VILLAGE" ARE BEING RESTORED AND RENOVATED. THE ACTIVITY IS BREATHING NEW LIFE INTO THE CITY.

CONTINUING SOUTH, THE JAGGED SILHOUETTE OF DOWNTOWN SKYSCRAPERS CUTS AN IMPRESSIVE SKYLINE FOR THE MOTOR CITY. THE MOST STRIKING FEATURE IS A 73-STORY CYLINDRICAL-SHAPED HOTEL, FLANKED BY FOUR 39-STORY OFFICE BUILDINGS, EACH GLISTENING IN THEIR SKIN OF MIRRORED GLASS. THIS IS THE RENAISSANCE CENTER -- A MULTIMILLION DOLLAR COMPLEX FINANCED BY DETROIT BUSINESSES AS A SHOW OF CONFIDENCE IN THEIR CITY. WHEN IT FIRST OPENED TWO YEARS AGO, MANY HAD DOUBTS OVER WHETHER THIS MOUNTAIN OF CONCRETE, STEEL AND GLASS WOULD REKINDLE LIFE IN DOWNTOWN DETROIT. TODAY, IT'S HARD TO FIND ANY DOUBTERS. RENAISSANCE CENTER APPEARS TO BE A WINNER- IT'S BRINGING DETROIT RECORD CONVENTION BUSINESS. THERE WAS ALSO FEAR A FEW YEARS AGO THAT THE NEW STRUCTURE WOULD DRAW MOST OF ITS TENANTS FROM EXISTING DOWNTOWN SKYSCRAPERS, THEREBY LEAVING BEHIND MANY TALL, EMPTY SHELLS. THAT DIDN'T HAPPEN. THE DIRECTOR OF DETROIT'S DOWNTOWN DEVELOPMENT AUTHORITY, ROBERT MCCABE, OBSERVES:

OPT

TAPE: CUT FIFTEEN -- MCCABE

"OUR DOWNTOWN OFFICE BUILDINGS, WHILE HEWING TO A HIGHER STANDARD IN COMPETITION WITH RENAISSANCE CENTER'S FIRST CLASS OFFICE SPACE, HAVE BEEN ABLE TO MAINTAIN THEIR PRE-RENAISSANCE CENTER OCCUPANCY LEVELS OF EIGHTY-FIVE PERCENT."

NARR: OUR FINAL STOP ON THIS BRIEF TOUR OF DETROIT IS AT FORD AUDITORIUM, JUST A FEW STEPS FROM THE RENAISSANCE CENTER. IT IS THE HOME OF THE DETROIT SYMPHONY, AN ORCHESTRA WITH A GROWING REPUTATION, THANKS LARGELY TO INCREASED PUBLIC SUPPORT. ITS EXECUTIVE DIRECTOR IS MARSHALL TURKIN:

TAPE: CUT SIXTEEN -- TURKIN

"DETROIT'S ROLE AS ONE OF AMERICA'S PRIMARY INDUSTRIAL CITIES DOESN'T PRECLUDE THE EXISTENCE OF A DYNAMIC CULTURAL SCENE. THE NEED FOR THE ARTS IS UNIVERSAL, AND IS PERHAPS TODAY EVEN MORE IMPORTANT BECAUSE IT'S NOT POLLUTED, AND IT SOFTENS OUR MODERN MECHANIZED SOCIETY. OUR ORCHESTRA IS HELPING TO DO THIS IN DETROIT. THERE IS HEIGHTENED INTEREST ACROSS THE UNITED STATES IN ALL OF THE ARTS. THE DETROIT SYMPHONY IS EXPERIENCING DRAMATIC GAINS IN CONCERT ATTENDENCE -- AN INCREASE OF SOME THIRTY PERCENT IN ATTENDENCE THIS LAST YEAR ALONE IS THE LARGEST EVER IN A SINGLE YEAR IN THE ORCHESTRA'S 64-YEAR HISTORY."

TAPE: CUT SEVENTEEN -- MUSIC: AARON COPLAND'S "HOEDOWN," PERFORMED BY THE DETROIT SYMPHONY ORCHESTRA. ESTABLISH BRIEFLY, THEN FADE UNDER NARRATOR, SUSTAIN, THEN USE AS FILL.

NARR: WE ARE AT THE SPOT WHERE THE CITY OF DETROIT WAS FOUNDED BACK IN 1701 WHEN FRENCH FUR TRADERS ESTABLISHED A POST. THE LAND EVENTUALLY PASSED INTO BRITISH HANDS BEFORE IT BECAME PART OF THE UNITED STATES. THIS IS WHERE DETROIT BEGAN ... AND THIS IS WHERE THE CITY IS MARKING ITS NEW BEGINNING -- IT'S RENAISSANCE. IT IS A HARD-WORKING CITY WHICH HAS HAD MORE THAN ITS SHARE OF BAD TIMES. BUT

NARR: (CON'T) DETROITERS TODAY ARE MAKING A COMEBACK, AND THEY'RE MAKING IT IN STYLE.

TAPE: BRING UP MUSIC TO FILL.

ANNCR: YOU HAVE BEEN LISTENING TO A VOICE OF AMERICA PORTRAIT OF DETROIT, MICHIGAN -- THE MOTOR CITY. YOUR NARRATOR WAS _____. THIS IS _____ SPEAKING.

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RK/DL/GS